

Fig. 1

Example overall
System Architecture

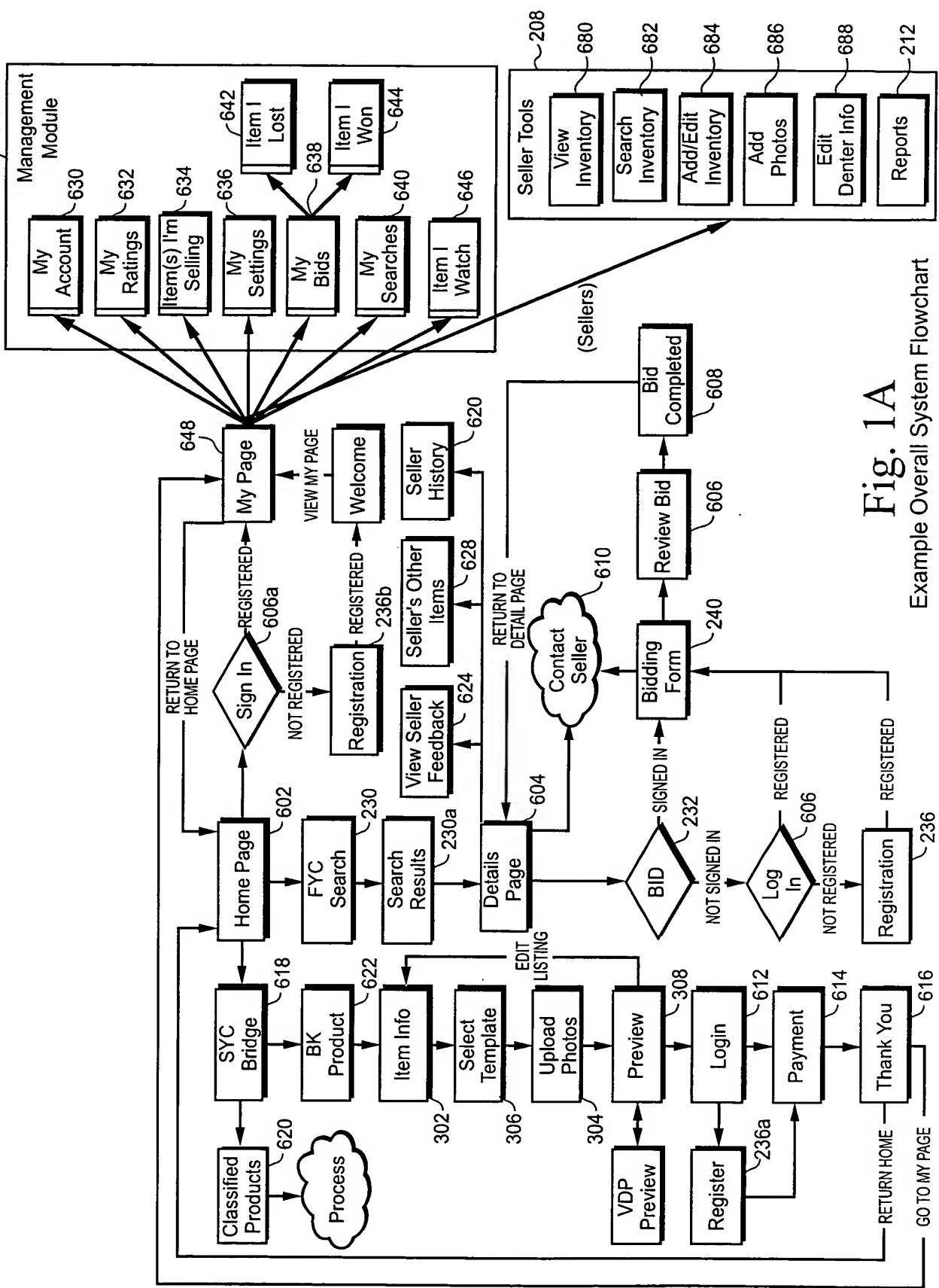


Fig. 1A

Example Overall System Flowchart

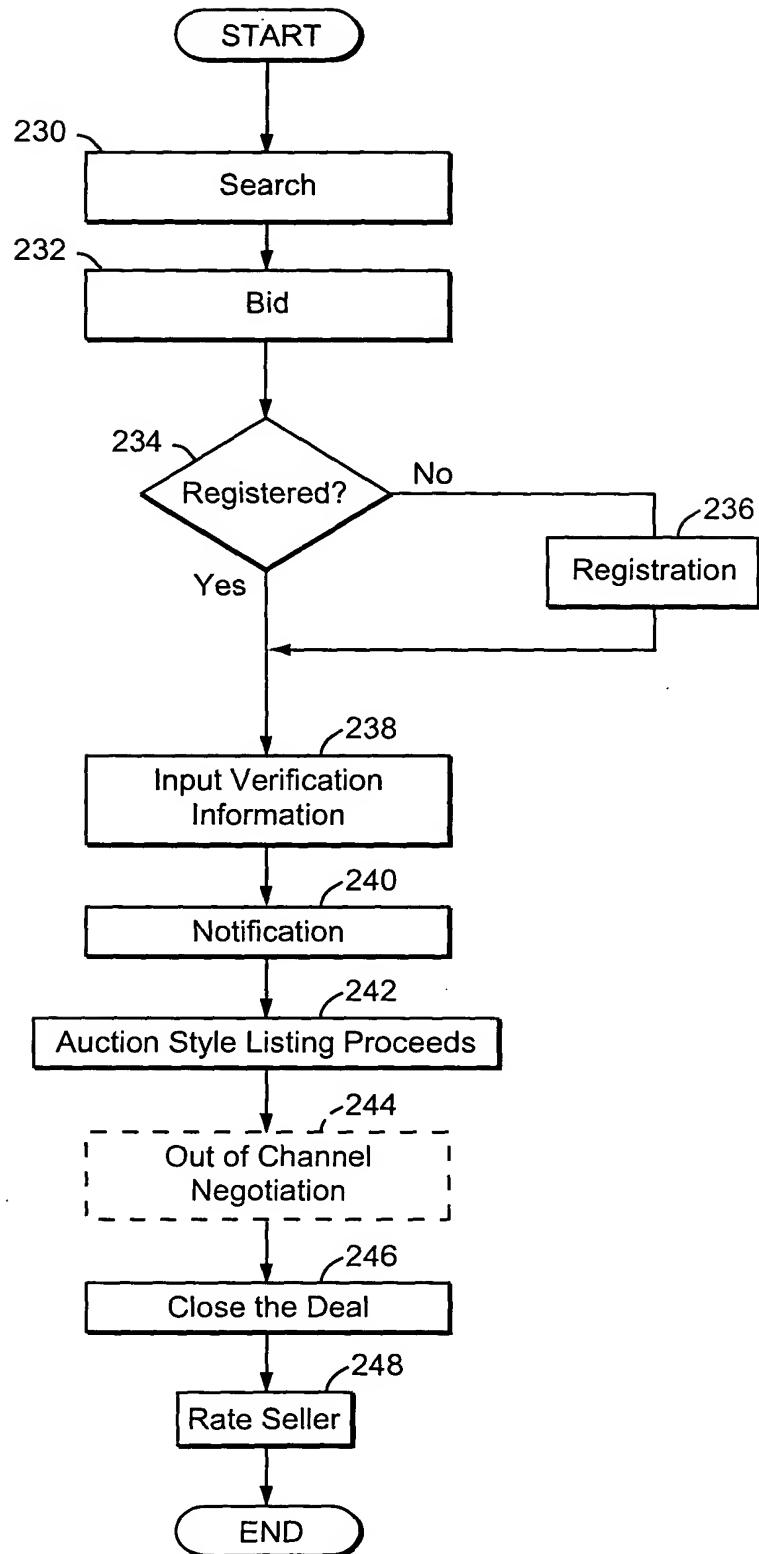


Fig. 1C
Example: Submit a Bid

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tools

Ad Manager - Edit Auction Details

YEAR	MAKE / MODEL	STOCK NO.	VIN
2000	Volkswagen Passat GLS	WVWMA23B1YE087977	

[Car Info](#) [Auction Info](#) [Photos](#) [Templates](#) [Preview](#)

[More About This Page](#)

Enter your Starting Bid, Reserve Price, Duration and other important information below. Make sure that the Dealership Information appearing at the bottom of the page is appropriate for this listing. If it is not, [click here](#).

LISTING CONTENT FOR THIS VEHICLE

Headline

Please note: Include vehicle highlights here, such as *low reserve*, *low miles*, *great condition*. Don't put Make, Model, and Year here because they are automatically included in the headline. Don't use HTML tags, asterisks, or quotes because they will interfere with vehicle searches.

New! Use our [Headline Builder](#) to add frequently-used headlines to this auction listing.

Type of Title Clear Salvage Other If other, specify in Vehicle Description.

Currently Under Warranty No Yes If yes, specify in Vehicle Description.

Auction Duration Required.

Auction Start Time Please select when you would like to start the auction-style listing.
 Start my Listing now
 Start my Listing on this date

Please select the time of day you would like to start the auction-style listing.
 : Eastern Time

Please note: Your auction-style listing may appear and function correctly a few minutes before it is supposed to go live.

PRICING FOR THIS VEHICLE

Use whole numbers, do not include commas or currency symbol such as \$. Example: 10000

Starting Bid Required.

Reserve Price Warning: Vehicle may sell for "Starting Bid" if reserve price is not set.

Purchase Now Price

DEALERSHIP DETAILS PREVIEW

Conditional Bids Accept

Payment Money Order/Cashiers Check

Shipping Will ship to United States only.

Terms of Sale 10% deposit due within 24-hours of listing's end. Payments accepted in the form of a cashier's check or wire transfer. All Sales are Final.

If this information is not correct, please [Edit Your Auction Preferences](#).

[save changes](#) or [next](#)

Fig. 2

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 [Add Photos](#)
[Edit Dealer Info](#)**Product Manager**
[Activity Report](#)
[Specials](#)

You have uploaded 3 images successfully.

Ad Manager - Upload Photos

YEAR	MAKE / MODEL	STOCK No.	VIN
2000	Volkswagen Passat GLS		WWWWMA2GB1YE087977

[Car Info](#) | [Auction Info](#) | **Photos** | [Templates](#) | [Preview](#)[More About This Page](#)Click "Browse" below each photo slot to locate and upload photos. When you are finished, click "save changes" or "next." You can find detailed instructions and guidance on preparing and uploading image files [here](#).**Photo 1****Main Photo**
[Delete](#)[Browse...](#)**Photo 2****Set Main Photo**
[Delete](#)[Browse...](#)**Photo 3****Set Main Photo**
[Delete](#)[Browse...](#)**Photo 4**

Photo To Appear Here
Suggested max. file size:
100KB

Suggested Image dimensions:
640x480 Pixels

File format:
JPEG or GIF only

[Browse...](#)**Caption for Photo 4**

Glossy Paint - It looks like new!

Photo 5

Photo To Appear Here
Suggested max. file size:
100KB

Suggested Image dimensions:
640x480 Pixels

File format:
JPEG or GIF only

[Browse...](#)**Caption for Photo 5**

The exterior is immaculate.

Photo 6

Photo To Appear Here
Suggested max. file size:
100KB

Suggested Image dimensions:
640x480 Pixels

File format:
JPEG or GIF only

[Browse...](#)**Caption for Photo 6**

This car has been babied.

Photo 7

Photo To Appear Here
Suggested max. file size:
100KB

Suggested Image dimensions:
640x480 Pixels

File format:
JPEG or GIF only

[Browse...](#)**Caption for Photo 7**

Glossy Paint - It looks like new!

Photo 8

Photo To Appear Here
Suggested max. file size:
100KB

Suggested Image dimensions:
640x480 Pixels

File format:
JPEG or GIF only

[Browse...](#)**Caption for Photo 8**

The exterior is immaculate.

Photo 9

Photo To Appear Here
Suggested max. file size:
100KB

Suggested Image dimensions:
640x480 Pixels

File format:
JPEG or GIF only

[Browse...](#)**Caption for Photo 9**

This car has been babied.

[save changes](#) or [next](#)

Fig. 3

Welcome AnyTown Motors

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Ad Manager - Auction Templates

YEAR	MAKE / MODEL	STOCK NO.	VIN
2000	Volkswagen Passat GLS		WVWVA23B1YE087977

[Car Info](#) [Auction Info](#) [Photos](#) [Templates](#) [Preview](#) [More About This Page](#)

CHOOSE A PAGE TEMPLATE AND GRAPHICS

Pick a template or feel free to enter your own by selecting "Custom Template".

Neutral 

Gold 

Patriotic 

Custom Template

If you choose this option, please enter the entire description of your listing, including images, below. The description builder contains HTML needed to display your auction images.

VEHICLE DESCRIPTION

Vehicle Description

Enter additional description below.
 You can use [basic HTML tags](#) to spruce up your listing.
 To launch the Description Builder, click [here](#)

This is a beautiful 2000 Volkswagen Passat. It looks [brand new](#) and has only 1,400 miles on it. The interior is spotless.

[save changes](#) or [next](#)

Fig. 4

Welcome AnyTown Motors

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Product Manager

[Activity Report](#)
[Specials](#)

Ad Manager - Preview Auction

YEAR **MAKE / MODEL** **STOCK No.** **VIN**

2000	Volkswagen Passat GLS		WVWMA23B1YE087977
------	-----------------------	--	-------------------

Status: Your template settings have been saved.

[Car Info](#) [Auction Info](#) [Photos](#) [Templates](#) **Preview** [More About This Page](#)

This page resembles how your auction will appear on AutoTrader.com's Search Results Page. Please review the cost below and click "go live" to make your item live.

 **2000 Volkswagen Passat GLS**
Beautiful 2000 Passat - Like New Condition!
Color: Silver
VIN: WVWMA23B1YE087977
1400 miles
In your ZIP code
Current Bid: \$1500 Purchase Now: **\$17500**

[Auction Style](#) Time Left: 4 days, 23 hours+ | # Bids: 0

COST TO LIST

Package Listing 1 of 100.

Send Live [go live](#)

Fig. 5

Beautiful 2000 Passat - Like New Condition!

2000 Volkswagen Passat GLS



[View larger photo](#)

Current Bid:	Minimum Bid:	Purchase Now:
\$1500	\$1550	\$17500

Your Maximum Bid: U.S. \$ [Place Bid](#)
[or Purchase Now](#)

Reserve price has not yet been met.

- Bids on this listing are conditional; the winning bid is binding subject to a satisfactory inspection by the winning bidder.
- Seller may end this Listing at any time.
- [How does bidding work?](#)

Time Left: 5 days, 23 hours+

Start: Nov-15 @ 12:58 EST

End: Nov-21 @ 12:58 EST

Seller User Name: Sales

Seller Rating: [View Seller's Ratings](#)

High Bidder: None

Number of Bids: 0 [View bid history](#)

AnyTown Motors

Contact Name:	Contact Phone:	Contact Location:
Joe Salesperson	Get Phone Number	Atlanta, GA 30342

[View Seller's Other Auction-Style Listings](#)

Send Email to Seller

Your First Name:

Your Last Name:

Email Address:

Comments: (max 250 characters)

At times, AutoTrader.com will offer information, special promotions, and discounts. Would you like to receive information on these specials?

Yes No

[Send Email](#)

Vehicle History	Get a Vehicle History Report for this Volkswagen
Warranty	Free Warranty Quote for this Volkswagen
Loans	Get a loan for this Volkswagen Financing at AnyTown Motors
Insurance Quotes	Get a free quote for this Volkswagen Get an instant quote from Allstate
Parts & Accessories	Find Accessories
Inspections	Inspect Before you buy

Fig. 6A

AnyTown Motors

5775 Peachtree Dunwoody Road
Atlanta, GA 30342

5555555555
greg.easterly@autotrader.com

2000 Volkswagen Passat GLS



Click on above image for larger view

Click on a thumbnail for a larger view



Glossy Paint - it looks like new!

Vehicle Description

This is a beautiful 2000 Volkswagen Passat. It looks brand new and has only 1,400 miles on it. The interior is spotless.

Title:

Clear

Current Warranty:

Yes

Why Buy From Me?

I am a full-service dealership with hundreds of happy customers.

Terms of Sale

10% deposit due within 24-hours of listing's end. Payments accepted in the form of a cashier's check or wire transfer. All Sales are Final.

Disclaimer:

No warranties are implied or included. Cars are as-is, where-is.

2000 Volkswagen Passat GLS

AnyTown Motors

5775 Peachtree Dunwoody Road
Atlanta, GA 30342

5555555555
greg.easterly@autotrader.com

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Fig. 6B

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the inventory tag took : 0.0030 seconds. the getauctiondetailsbyid tag took : 6.499 seconds omitting description and loaded 21 details.

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There are currently 27 cars in your Auction-Style Inventory.

[Sort By](#)

[View My Ratings](#) | [View Blocked Bidders](#)

[hide](#) **LIVE LISTINGS**

(*) = A maximum bid has been placed close to the reserve.

USED 1997 BMW 323i - B20738	Closing Date: 2002-12-20	Listing # 13657	View Live	High Bid: \$25000
	Time Remaining: 1 d, 8 h, 55 min	# of Bids: 1	Offer to Sell	Reserve: \$25000
USED 1997 GMC Sierra C/K2500 3/4 Ton Truck Sleevn C2500- B20738	Closing Date: 2002-12-20	Listing # 13654	End Listing	Purchase Now: \$10000
	Time Remaining: 1 d, 8 h, 4 min		View Live	
USED 1998 Buick Park Avenue Sedan - B20634	Closing Date: 2002-12-22	Listing # 16819	End Listing	Reserve: \$12000
	Time Remaining: 2 d, 19 h, 52 min		View Live	Purchase Now: \$13002
USED 1993 Honda Odyssey EX Sport Van - B20604	Closing Date: 2002-12-28	Listing # 16820	End Listing	Reserve: \$12000
	Time Remaining: 8 d, 21 h, 15 min		View Live	Purchase Now: \$17000
USED 1999 Buick Le Sabre - B20574	Closing Date: 2002-12-22	Listing # 16821	End Listing	Reserve: \$12000
	Time Remaining: 2 d, 21 h, 16 min		View Live	Purchase Now: \$15000
USED 2001 Honda Accord EX Sedan	Closing Date: 2002-12-22	Listing # 11368	End Listing	Reserve: \$4000
	Starting Date: 2002-12-19 4:00 PM		View Live	Purchase Now: \$5008
USED 1991 Honda Civic LX Sedan	Closing Date: 2002-12-27	Listing # 11385	End Listing	
	Starting Date: 2002-12-23 8:00 PM		View Live	

[\(move purchase now changes\)](#)

USED 1997 BMW 323i - B20738	Closing Date: 2002-12-20	Listing # 13657	View Live	High Bid: \$25000
	Time Remaining: 1 d, 8 h, 55 min	# of Bids: 1	Offer to Sell	Reserve: \$25000
USED 1997 GMC Sierra C/K2500 3/4 Ton Truck Sleevn C2500- B20738	Closing Date: 2002-12-20	Listing # 13654	End Listing	Purchase Now: \$10000
	Time Remaining: 1 d, 8 h, 4 min		View Live	
USED 1998 Buick Park Avenue Sedan - B20634	Closing Date: 2002-12-22	Listing # 16819	End Listing	Reserve: \$12000
	Time Remaining: 2 d, 19 h, 52 min		View Live	Purchase Now: \$13002
USED 1993 Honda Odyssey EX Sport Van - B20604	Closing Date: 2002-12-28	Listing # 16820	End Listing	Reserve: \$12000
	Time Remaining: 8 d, 21 h, 15 min		View Live	Purchase Now: \$17000
USED 1999 Buick Le Sabre - B20574	Closing Date: 2002-12-22	Listing # 16821	End Listing	Reserve: \$12000
	Time Remaining: 2 d, 21 h, 16 min		View Live	Purchase Now: \$15000
USED 2001 Honda Accord EX Sedan	Closing Date: 2002-12-22	Listing # 11368	End Listing	Reserve: \$4000
	Starting Date: 2002-12-19 4:00 PM		View Live	Purchase Now: \$5008
USED 1991 Honda Civic LX Sedan	Closing Date: 2002-12-27	Listing # 11385	End Listing	
	Starting Date: 2002-12-23 8:00 PM		View Live	

[\(move purchase now changes\)](#)

[hide](#) **PENDING LISTINGS**

USED 2000 Buick Le Sabre Limited Sedan - B2115A	Photos: 0	Preview & Launch	(move to classified) (remove)
USED 2001 Chrysler PT Cruiser Sedan - C2012N	Photos: 2	Preview & Launch	Reserve: \$4312
USED 1999 Pontiac Grand Prix GTP - G10804	Photos: 0	Preview & Launch	Purchase Now: \$531251
USED 2000 Plymouth Neon LX - G2174A	Photos: 0	Preview & Launch	
USED 1997 Ford Aerostar Cargo Van - G2158A	Photos: 0	Preview & Launch	
USED 1998 Plymouth Neon Expresso - G2020A	Photos: 0	Preview & Launch	

[\(move to classified\)](#) [\(remove\)](#)

[hide](#) **CLOSED LISTINGS**

USED 1998 Saturn SL2 - 4931A	Closing Date: 2002-12-17	Listing # 11391	Review	High Bid: \$13000
SOLD!	# of Bids: 1		View Rating	Reserve: \$13000
			Offer to Sell	Purchase Now: \$17000
USED 1997 Mercury Grand Marquis GS - B1002A	Closing Date: 2002-12-17	Listing # 11424	Review	Reserve: \$13000
SOLD!	Purchase Now:		View Rating	Purchase Now: \$20000
USED 1998 Buick Park Avenue Sedan - B1051A	Closing Date: 2002-12-17	Listing # 11497	Review	High Bid: \$21000
SOLD!	# of Bids: 1		View Rating	Reserve: \$21000
			Offer to Sell	Purchase Now: \$24000
USED 1999 Buick Le Sabre Limited Sedan - B1053A	Closing Date: 2002-12-17	Listing # 11516	Review	High Bid: \$18000
SOLD!	# of Bids: 1		View Rating	Reserve: \$18000
			Offer to Sell	Purchase Now: \$21000
USED 1995 Saturn SL1 - B2027A	Closing Date: 2002-12-17	Listing # 11526	Review	Reserve: \$14000
SOLD!	Purchase Now:		View Rating	Purchase Now: \$16000
			Offer to Sell	
USED 1998 Buick Century Custom Sedan - B2031A	Closing Date: 2002-12-20	Listing # 13574	Review	High Bid: \$10000
SOLD!	Offer Accepted	# of Bids: 1	View Rating	Reserve: \$12000
			Offer to Sell	Purchase Now: \$15000
USED 1998 Oldsmobile Intrigue GLS - B2032A	Closing Date: 2002-12-18	Listing # 13575	Review	High Bid: \$10000
SOLD!	Purchase Now:	# of Bids: 1	View Rating	Reserve: \$13000
			Offer to Sell	Purchase Now: \$16000
USED 1997 Nissan Maxima - B2059B	Closing Date: 2002-12-18	Listing # 13655	Review	High Bid: \$3000
SOLD!	Purchase Now:	# of Bids: 1	View Rating	Reserve: \$17000
			Offer to Sell	Purchase Now: \$21000
USED 1998 Buick Regal LS Sedan - B2071A	Closing Date: 2002-12-19	Listing # 13658	Review	High Bid: \$1000
SOLD!	Purchase Now:	# of Bids: 1	View Rating	Reserve: \$12000
			Offer to Sell	Purchase Now: \$16000
USED 1999 Cadillac Eldorado Coupe - B2079A	Closing Date: 2002-12-19	Listing # 14441	Review	Reserve: \$12000
SOLD!	Purchase Now:		View Rating	
			Offer to Sell	
USED 1997 Hummer H1 4x4 - Mike Stock	Closing Date: 2002-12-17	Listing # 8438	Review	High Bid: \$2000
	# of Bids: 1		View Rating	Reserve: \$15000
			Offer to Sell	Purchase Now: \$16000
USED 2001 Chrysler PT Cruiser - B21212	Closing Date: 2002-12-18	Listing # 8481	Review	High Bid: \$1000
SOLD!	Purchase Now:	# of Bids: 1	View Rating	Reserve: \$1000
			Offer to Sell	Purchase Now: \$5000
USED 1999 Ford Ranger Pick Up	Closing Date: 2002-12-16	Listing # 8708	Review	Reserve: \$3000
			View Rating	
SOLD!	Purchase Now:		Offer to Sell	
USED 2000 Honda Accord EX Sedan	Closing Date: 2002-12-17	Listing # 11384	Review	High Bid: \$1000
SOLD!	# of Bids: 1		View Rating	Reserve: \$1000
			Offer to Sell	

[\(move to classified\)](#) [\(remove\)](#)

Welcome Auction-Style Demo Dealer

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Ad Manager - View Inventory

[All Inventory](#) [Classified Inventory](#) [Auction-Style Inventory](#) [More About This Page](#)

There are currently 6 cars in your entire inventory.
 There are 6 Used cars (U) in your inventory.
 There are 6 Auction-Style cars in your inventory.

To edit car information, click on the links below.

Go To Page: 1

Year	Make/Model	Stock No.	VIN	No. of Photos	Status	Source	Cars Per Page: 25
U 1998	Nissan Sentra GXE	1541	1N4AB41D1WC7ASL04	8	Auc-Style	Ad Manager	<input type="checkbox"/>
U 1998	Nissan Sentra	3456	1N4AB41D1WC7A7742	1	Auc-Style	Ad Manager	<input type="checkbox"/>
U 2001	Ford Taurus SE Sedan		1FAFP53U61G175420	2	Auc-Style	Ad Manager	<input type="checkbox"/>
U 1999	Jeep Wrangler SE 4x4		1J4FY29P5XP400436	0	Auc-Style	Ad Manager	<input type="checkbox"/>
U 1998	Nissan Sentra GXE		1N4AB41D1WC7ASL09	1	Auc-Style	Ad Manager	<input type="checkbox"/>
U 1998	Nissan Sentra		1N4AB41D1WC7ASL15	1	Auc-Style	Ad Manager	<input type="checkbox"/>

[remove](#)

Go To Page: 1

[How Renewals work](#)

[renew USED inventory](#) [renew NEW inventory](#)

Fig. 7A

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Ad Manager - Add New or Used Car Inventory

[Car Info](#) [Preview](#)

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To add a car to your inventory, enter its VIN below, select New or Used, then click "next".

VIN

Used New

[next](#)

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Fig. 7B

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Ad Manager - Edit Car Info

Got ideas - [Click here to tell us!](#)

YEAR	MAKE/MODEL	STOCK NO.	VIN
1999	Jeep Wrangler SE 4x4		1J4FY29P5XP400436

[Car Info](#) [Auction-Style Info](#) [Photos](#) [Templates](#) [Preview](#)

[More About This Page](#)

Here is the information we have about this car. Change it if it's incomplete or incorrect but be sure to click on **SAVE** when you're done. To exit without changing, click **BACK**.

* = Required information

VEHICLE INFORMATION

Year: 1999
Make: Jeep
Model: Wrangler
Trim Level: SE 4x4
VIN: * 1J4FY29P5XP400436
Stock #:
Mileage: * 80000
Expiration Date: 08-17-2003

VEHICLE COLOR INFORMATION

Ext. Color: * Dark Green
Color Description: Dark Green

Int. Color: Black

ADDITIONAL VEHICLE INFORMATION

Doors: Two Door
Engine: * 4 Cylinder Gasoline
Body Style: * Sport Utility
Trans.: * Unavailable

Stereo: Unavailable

Fuel Used: Gasoline

Drive Train: 4 wheel drive

CHECK INSTALLED OPTIONS

<input type="checkbox"/> Air Conditioning	<input type="checkbox"/> Leather Seats	<input type="checkbox"/> Power Windows
<input type="checkbox"/> Alloy Wheels	<input type="checkbox"/> Passenger Air Bag	<input type="checkbox"/> Rear Window Defroster
<input type="checkbox"/> Anti-Lock Brakes	<input type="checkbox"/> Power Door Locks	<input type="checkbox"/> Side Air Bag
<input type="checkbox"/> Child Seat	<input type="checkbox"/> Power Mirrors	<input type="checkbox"/> Sunroof/Moonroof
<input type="checkbox"/> Cruise Control	<input type="checkbox"/> Power Seats	<input type="checkbox"/> Tilt Wheel
<input type="checkbox"/> Driver Air Bag	<input type="checkbox"/> Power Steering	<input type="checkbox"/> Tinted Glass

Please Note: Clicking "save changes" or "next" will update the information for this car at AutoTrader.com.

[save changes](#) or [next](#)

To Fig 7E-1



Fig. 7C

From Fig 7C

Click "Browse" in the photo slot below to locate and upload photos. When you are finished, click "next." You can find detailed instructions and guidance on preparing and uploading image files [here](#).

Main Photo
Photo To Appear Here
Suggested max. file size:
100KB
Suggested image dimensions:
640x400 Pixels
File format:
JPEG or GIF only

COMMENTS
Enter additional comments about the vehicle in the field below.
To launch the Comment Builder, [click here!](#) (Max. 1,500 characters – about 300 words)

Fig. 7C-1

Welcome Auction-Style Demo Dealer

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[Print Car Info](#) | [Print Inventory](#) | [Online](#)

Ad Manager - Preview Photo & Used Car Info

YEAR	MAKE/MODEL	STOCK NO.	VIN
1999	Jeep Wrangler SE 4x4		1J4FY29P5XP400436

[Car Info](#) [Preview](#)

[More About This](#)

Review this listing and click on the above tabs to make changes.

Auction-Style Demo Dealer
5775 Peachtree Dunwoody Rd
Atlanta, GA 30342
Contact: Joe Salesperson

Price
Mileage
Exterior Color
Color Description
Interior Color
Body Style
Doors
Drive Train
Engine 4 Cyl
Fuel Used
Trans.
Stereo
Stock No.

VIN 1J4FY29P5XP400436

Have consumers bid on
Click here to create an Auction-
AU

Click here to save as classifi
S&S

AutoTrader.com
AUCTION-STYLE DEMO DEALER



Comments

4" Teraflex suspension lift 33" BFG Mud Terrain Tires 2 Hella 500 2 Hella Black Magic 2 10 inch subwoofers K&N Filter Bestop Sail Cloth Top(Highly Recommended)

We sell more Fords than any dealer on the east coast because of tremendous volume discounts.

Installed Options

Fig. 7D

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tools

Ad Manager - Edit Auction-Style Listing Details

Got ideas - [Click here](#) to tell us!

YEAR	MAKE/MODEL	STOCK NO.	VIN
1999	Jeep Wrangler SE 4x4		1J4FY29P5XP400436

[Car Info](#) [Auction-Style Info](#) [Photos](#) [Templates](#) [Preview](#)

[More About This Page](#)

Enter your Starting Bid, Reserve Price, Duration and other important information below. Make sure that the Terms of Sale Information (at the bottom of the page) is appropriate for this Listing. If not, [click here](#).

* = Required information

LISTING CONTENT FOR THIS VEHICLE

Headline*

Please note: Include vehicle highlights here, such as *low reserve, low miles, great condition*. Don't put Make, Model, and Year here because they are automatically included in the headline. Don't use HTML tags, asterisks, or quotes because they will interfere with vehicle searches.

New! Use our [Headline Builder](#) to add frequently-used headlines to this listing.

Type of Title Clear Salvage Other If other, specify in Vehicle Description.

Currently Under Warranty No Yes If yes, specify in Vehicle Description.

Listing Duration*

Listing Start Time

Please select when you would like to start the Auction-Style Listing.

Start my Listing now

Start my Listing on this date

Please select the time of day you would like to start the Auction-Style Listing.

: AM Eastern Time

Please note: Listings may appear shortly before they are scheduled to begin.

AutoTrader.com
Auctions & Listings

To Fig 7E-1

Fig. 7E

From Fig 7E

PRICING FOR THIS VEHICLE

Use whole numbers, do not include commas or currency symbol such as \$. Example: 10000

Starting Bid*
Tips

Reserve Price
Tips

Warning: Vehicle may sell for "Starting Bid" if reserve price is not set.

Purchase Now Price
Tips

Warning: Purchase Now is recommended ONLY for very rare cars or vehicles priced near wholesale. Setting Purchase Now too high will reduce lead activity.

LISTING PREFERENCES PREVIEW

Conditional Bids or Final and Binding Conditional

Payment Money Order/Cashiers Check, COD (cash on delivery), See Description

Shipping Will ship.

Terms of Sale Vehicles are pre-owned and are sold in "As Is" condition. However, some vehicles may still be covered under factory warranty or an extended warranty may be purchased. Ask for details! In-State buyers must also pay sales tax and registration fees. Out-of-State buyers may register and pay applicable taxes in their home state. Successful high bidder must contact us within 48 hours of the end of the listing and submit a 10% deposit within 3 days. Seller reserves the right to end the listing early without any liability to the seller. All bidders must have pre-approved loans/financing or must be able to pay cash for the vehicle. Financing must be secured prior to bidding. Payment must be made by certified check or funds transfer. Buyer is responsible for all shipping costs. Vehicles are pre-owned and are sold in "As Is" condition. However, some vehicles may still be covered under factory warranty or an extended warranty may be purchased. Ask for details. In-State buyers must also pay sales tax and registration fees. Out-of-State buyers may register and pay applicable taxes in their home state. Successful high bidder must contact us within 48 hours of the end of the listing and submit a 10% deposit within 3 days. Seller reserves the right to end the listing early without any liability to the seller. All bidders must have pre-approved loans/financing or must be able to pay cash for the vehicle. Financing must be secured prior to bidding. Payment must be made by certified check or funds transfer. Buyer is responsible for all shipping costs. Vehicles are pre-owned and are sold in "As Is" condition. However, some vehicles may still be covered under factory warranty or an extended warranty may be purchased. Ask for details. In-State buyers must also pay sales tax and registration fees. Out-of-State buyers may register and pay applicable taxes in their home state. Successful high bidder must contact us within 48 hours of the end of the listing and submit a 10% deposit within 3 days. Seller reserves the right to end the listing early without any liability to the seller. All bidders must have pre-approved loans/financing or must be able to pay cash for the vehicle. Financing must be secured prior to bidding. Payment must be made by certified check or funds transfer. Buyer is responsible for all shipping costs.

If this information is not correct, please [Edit Your Auction-Style Preferences](#).

or

Fig. 7E-1

You are logged in as demo.

[Logout](#)[Tools](#)[Online User's Guide](#)

Edit Auction-Style Preferences

Got ideas - [Click here](#) to tell us!

[Dealer Info](#) [Auction-Style Preferences](#) [Billing Summary](#) [More About This Page](#)

Create your Listing preferences and settings that tell bidders your terms and conditions of business.

AUCTION-STYLE LISTING CONTACT INFO

To change your Auction-Style Listing contact information, please call (888) 337-3370.

Contact Name: Jason E. Kean
 Contact Title: Sales Guy
 Contact Phone: 4044444444
 Contact Email: demodealer@autotrader.com

PAYMENT POLICY

Choose all you will accept
 Enter more specific payment information in Terms of Sale below.

Money Order/Cashiers Check COD (cash on delivery) See Terms Of Sale
 Personal Check Discover Other
 Visa / Master Card American Express

TERMS OF SALE
What should I include?
[Use Default Terms](#)

Vehicles are pre-owned and are sold in "As Is" condition. However, some vehicles may still be covered under factory warranty or an extended warranty may be purchased. Ask for details!

In-State buyers must also pay sales tax and registration

SHIPPING POLICY

Will you ship cars? Yes, I will ship.
 No, I will not ship.
 See Terms Of Sale.

Who Pays for Shipping? Seller pays shipping Buyer pays fixed amount
 Buyer pays actual shipping cost See item description

BID TYPES

Will you accept Conditional or Final and Binding bids? Will accept Conditional bids.
 Will accept Final and Binding bids.

↓ To Fig 7F-1

Fig. 7F

From Fig 7F

HEADLINE BUILDER

If you want to use the Headline Builder to help create Listings, enter your custom headlines here. [What's the Headline Builder?](#)

Headline 1: This car is beautiful!
Headline 2: Like New!
Headline 3: Showroom Condition!
Headline 4: LOW MILES!!!!
Headline 5: Don't miss this LOW LOW RESERVE!
Headline 6: I am testing the headline field to make sure that the character
Headline 7: A SWEET RIDE!!!
Headline 8: CHECK OUT THIS DEAL!
Headline 9: THIS ONE MUST GO!!!
Headline 10: Call for Special Auction Cash Price

DESCRIPTION BUILDER

If you want to use the Description Builder to help create Listings, enter your custom descriptions here. [What's the Description Builder?](#)

Description 1: All original miles
Description 2: Never been in an accident
Description 3: One owner, non smoking vehicle
Description 4: New paint
Description 5: Well Below Kelly Blue Book
Description 6: Priced at Wholesale
Description 7: Call and Make Offer
Description 8:
Description 9:
Description 10:

DISCLAIMER

Enter your standard disclaimer. [What can my Disclaimer include?](#)

Disclaimer: *500 character limit.* Please expect normal wear and tear for used vehicles.

WHY BUY FROM ME

Let shoppers know why they should do business with you. [See an example.](#)

Why Buy From Me: *500 character limit.* Our dealership has been in business for 40 years! There is no better customer service in the state! We sell more Fords than any other dealer on the east coast. Take advantage of our tremendous volume discount!

[save changes](#)

Fig. 7F-1

Welcome Auction-Style Demo Dealer

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tools

You are logged in as demo.

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[Add Photos](#)
[Edit Dealer Info](#)

Product Manager

[Activity Report](#)
[Specials](#)

AutoTrader.com
AUCTION-STYLE LISTINGS

Ad Manager - Upload Photos

YEAR	MAKE/MODEL	STOCK NO.	VIN
1999	Jeep Wrangler SE 4x4		1J4FY29P5XP400436

[Car Info](#) [Auction-Style Info](#) **Photos** [Templates](#) [Preview](#)

[More About This Page](#)

Click "Browse" below each photo slot to locate and upload photos. When you are finished, click "save changes" or "next." [View Image Tips](#).

Photo 1

Photo To Appear Here

Suggested max. file size:
100KB

Suggested Image
dimensions:
640x480 Pixels

File format:
JPEG or GIF only

Caption for Photo 1

Photo 2

Photo To Appear Here

Suggested max. file size:
100KB

Suggested Image
dimensions:
640x480 Pixels

File format:
JPEG or GIF only

Caption for Photo 2

Photo 3

Photo To Appear Here

Suggested max. file size:
100KB

Suggested Image
dimensions:
640x480 Pixels

File format:
JPEG or GIF only

Caption for Photo 3

Photo 4

Photo To Appear Here

Suggested max. file size:
100KB

Suggested Image
dimensions:
640x480 Pixels

File format:
JPEG or GIF only

Caption for Photo 4

Photo 5

Photo To Appear Here

Suggested max. file size:
100KB

Suggested Image
dimensions:
640x480 Pixels

File format:
JPEG or GIF only

Caption for Photo 5

Photo 6

Photo To Appear Here

Suggested max. file size:
100KB

Suggested Image
dimensions:
640x480 Pixels

File format:
JPEG or GIF only

Caption for Photo 6

Photo 7

Photo To Appear Here

Suggested max. file size:
100KB

Suggested Image
dimensions:
640x480 Pixels

File format:
JPEG or GIF only

Caption for Photo 7

Photo 8

Photo To Appear Here

Suggested max. file size:
100KB

Suggested Image
dimensions:
640x480 Pixels

File format:
JPEG or GIF only

Caption for Photo 8

Photo 9

Photo To Appear Here

Suggested max. file size:
100KB

Suggested Image
dimensions:
640x480 Pixels

File format:
JPEG or GIF only

Caption for Photo 9

Fig. 7G

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Ad Manager - Preview Listing

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YEAR	MAKE/MODEL	STOCK NO.	VIN
1999	Jeep Wrangler SE 4x4		1J4FY29P5XP400436

[Car Info](#) [Auction-Style Info](#) [Photos](#) [Templates](#) [Preview](#) [More About This Page](#)

Search Inventory

- This Listing will appear in Search Results as shown below.
- Click the year/make/model to see the Auction-Style Details Page.
- To edit the Listing, click on the appropriate tab above.
- Please review your account information and click "launch listing" to activate this Listing.

[1999 Jeep Wrangler SE 4x4](#)

good jeep
Color: Dark Green
VIN: 1J4FY29P5XP400436
80000 miles

In your ZIP code

Current Bid: \$10000 **No Reserve Price!**

[Auction-Style](#) Time Left: 5 days, 23 hours+ | # Bids: 0

Please complete the following information before continuing:

- Please [click here](#) to upload an image for this Listing.

Fig. 7H

AutoTrader.com - Ad Manager - Preview Auction-Style Listing - Microsoft Internet Explorer

good jeep

1999 Jeep Wrangler SE 4x4

<input type="checkbox"/>	Current Bid: None	Next Minimum Bid: \$10000	Purchase Now: N/A
		Your Maximum Bid: U.S. \$ <input type="text"/>	
Confirm Bid			

No Reserve price

- **Bids on this Listing are Conditional; the winning bid is binding subject to a satisfactory inspection by the winning bidder.** [View Example](#)
- Seller may end this Listing at any time.
- How does Bidding work? [View Example](#)

View larger photo

Mileage	80000
Exterior Color	Dark Green
Interior Color	Black
Body Style	Sport Utility
Doors	Two Door
Engine	4 Cylinder Gasoline
Transmission	Unavailable
Stereo	Unavailable
Fuel Type	Gasoline
Drive Type	4 wheel drive
Stock Number	
VIN	1J4FY29P5XP400436

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 [Print this page](#)

Vehicle History	Get a Vehicle History Report for this item
------------------------	--

Time Left: 5 days, 23 hours+

Start: Jul-18-2003, 19:59 EDT

End: Jul-24-2003, 19:59 EDT

Seller User Name: demo1

Seller Rating: [View Seller's Ratings](#)

High Bidder: None

Number of Bids: 0

Listing ID: 00000

Seller Info

Auction-Style Demo Dealer

Contact Name: Jason E. Kean	Contact Phone: Get Phone Number	Contact Location: Atlanta, GA 30342
---------------------------------------	---	---

[View Seller's Other Auction-Style Listings](#)

Email Seller

Your First Name:

Your Last Name:

Your Phone Number:

Your Email Address:

↓ To Fig 7I-1 ↓

Fig. 7I

From Fig 7I

<p>Title: Clear</p> <p>Current Warranty: No</p> <p>Why Buy From Me? Our dealership has been in business for 40 years! There is no better customer service in the state! We sell more Fords than any other dealer on the east coast. Take advantage of our tremendous volume discount!</p> <p>Terms of Sale Vehicles are pre-owned and are sold in "As Is" condition. However, some vehicles may still be covered under factory warranty or an extended warranty may be purchased. Ask for details! In-State buyers must also pay sales tax and registration fees. Out-of-State buyers may register and pay applicable taxes in their home state. Successful high bidder must contact us within 48 hours of the end of the listing and submit a 10% deposit within 3 days. Seller reserves the right to end the listing early without any liability to the seller. All bidders must have pre-approved loans/financing or must be able to pay cash for the vehicle. Financing must be secured prior to bidding. Payment must be made by certified check or funds transfer. Buyer is responsible for all shipping costs. Vehicles are pre-owned and are sold in "As Is" condition. However, some vehicles may still be covered under factory warranty or an extended warranty may be purchased. Ask for details. In-State buyers must also pay sales tax and registration fees. Out-of-State buyers may register and pay applicable taxes in their home state. Successful high bidder must contact us within 48 hours of the end of the listing and submit a 10% deposit within 3 days. Seller reserves the right to end the listing early without any liability to the seller. All bidders must have pre-approved loans/financing or must be able to pay cash for the vehicle. Financing must be secured prior to bidding. Payment must be made by certified check or funds transfer. Buyer is responsible for all shipping costs. Vehicles are pre-owned and are sold in "As Is" condition. However, some vehicles may still be covered under factory warranty or an extended warranty may be purchased. Ask for details. In-State buyers must also pay sales tax and registration fees. Out-of-State buyers may register and pay applicable taxes in their home state. Successful high bidder must contact us within 48 hours of the end of the listing and submit a 10% deposit within 3 days. Seller reserves the right to end the listing early without any liability to the seller. All bidders must have pre-approved loans/financing or must be able to pay cash for the vehicle. Financing must be secured prior to bidding. Payment must be made by certified check or funds transfer. Buyer is responsible for all shipping costs. Vehicles are pre-owned and are sold in "As Is" condition. However, some vehicles may still be covered under factory warranty or an extended warranty may be purchased. Ask for details. In-State buyers must also pay sales tax and registration fees. Out-of-State buyers may register and pay applicable taxes in their home state. Successful high bidder must contact us within 48 hours of the end of the listing and submit a 10% deposit within 3 days. Seller reserves the right to end the listing early without any liability to the seller. All bidders must have pre-approved loans/financing or must be able to pay cash for the vehicle. Financing must be secured prior to bidding. Payment must be made by certified check or funds transfer. Buyer is responsible for all shipping costs.</p> <p>Payment Options: Money Order/Cashiers Check, COD (cash on delivery), See Description</p> <p>Shipping: Will ship. Buyer pays actual shipping cost.</p> <p>Disclaimer: Please expect normal wear and tear for used vehicles.</p>	
<p>1999 Jeep Wrangler SE 4x4</p> <p>Auction-Style Demo Dealer</p>	<p>5775 Peachtree Dunwoody Rd Atlanta, GA 30342</p> <p>404-444-4444 demodealer@autotrader.com</p>

Fig. 7I-1

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Product Manager

- [Activity Report](#)
- [Specials](#)

AutoTrader.com
AUCTIONS & VEHICLE LISTINGS

Ad Manager - Search Inventory

SEARCH INVENTORY

New or Used:

Price:

Make:

Model:

Stock Number:

VIN:

Show only vehicles with no photos.

Fig. 7J

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[Home](#) > [Car Search](#) > [Used Car Radio Search](#) > [Used Car Results](#)

[Used Car Results](#) [Auction-Style Cars Only](#)

We found 32 Volkswagen cars within 25 miles

[Modify Search](#)

Advertised Price range for this vehicle search: [more info](#)

Average Price: \$15611 Lowest Price: \$15000 Highest Price: \$27300

Your search returned 2 pages of results:

1 2

[Results sorted by:](#)

[Price](#)

Featured Listings [\(more info\)](#)

[Compare](#) Select up to three cars and click "Compare."

1998 Volkswagen Passat

1998 VOLKSWAGEN PASSAT GLS black, p. glass moonroof, certified, 20000 miles, immaculate, air conditioning, power steering, power brakes, power ... [more](#)
26000 miles, \$16995
17 miles from 30342

[Heritage](#)
Volkswagen - Lithia
Springs
[Visit Our Website](#)
[Email Seller](#)

1998 Volkswagen Passat

1998 VOLKSWAGEN PASSAT GLS green/tan leather, p. glass moonroof, awesome value, air conditioning, power steering, power brakes, power windows, power ... [more](#)
17 miles from 30342

[Heritage](#)
Volkswagen - Lithia
Springs
[Visit Our Website](#)
[Email Seller](#)

2000 Volkswagen Passat GLS

Color: Silver
VIN: WVVWA23B1YE087977
1400 miles
In your ZIP code
Current Bid: \$15000 Purchase Now: \$17500

[AnyTown Motors](#)
AnyTown Motors
[Email Seller](#)
[Visit Our Website](#)

2000 Volkswagen Passat

1998 VOLKSWAGEN PASSAT GLS turbo, blue, p. glass, a/c, certified, immaculate, air conditioning, power steering, power brakes, power windows, power ... [more](#)
17 miles from 30342

[Heritage](#)
Volkswagen - Lithia
Springs
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We specialize in financing the purchase of used cars, trucks, vans, SUVs, minivans, and other vehicles. We offer financing for personal and business purposes, including financing for vehicles with no credit history, and financing for vehicles with bad credit histories.

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[BRUCE Motors](#)
BRUCE Motors
[See More Cars Like This](#)

Tell Free
1 123 456 7890
[Email Seller](#)

Basic Listings [\(more info\)](#)

2000 Volkswagen Passat GLX

Color: Black
VIN: WVVWD03BXXE370752
72314 miles, \$15900
10 miles from 30342

[Dealer](#)

2000 Volkswagen Passat GLS

Color: Met. LightTeal
VIN: WVVWA43B8XE322305
24379 miles
21 miles from 30342

[Dealer](#)

[Compare](#)

Sales Tax, Title, License Fee, Registration Fee, Dealer Documentary Fee, Finance Charges, Emission Testing Fees and Compliance Fees are additional to the advertised price.

Your search returned 2 pages of results:

1 2

[Results sorted by:](#)

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A few words of caution about buying a pre-owned car.
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Fig. 8



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Home > Car Search > Used Car Basic Search > Used Car Results

Used Car Results | Auction-Style Cars Only

We found 1 Volkswagen car

[Modify Search](#)

Advertised Price range for this vehicle search: [more info](#)

Average Price: \$15000

Lowest Price: \$15000

Highest Price: \$15000

Your search returned 1 pages of results:
1

Results sorted by:
Price

Featured Listings [\(more info\)](#)

2000 Volkswagen Passat GLS

Color: Silver

VIN: WVWMA23B1YE087977

1400 miles

In your ZIP code

Current Bid: \$15000 Purchase Now: \$17500

[Auction-Style](#) | Time Left: 5 days + 22hrs/22min | # Bids: 0

[AnyTown Motors](#)

[Email Seller](#)

Sales Tax, Title, License Fee, Registration Fee, Dealer Documentary Fee, Finance Charges, Emission Testing Fees and Compliance Fees are additional to the advertised price.

Your search returned 1 pages of results:
1

Results sorted by:
Price

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Switching to
DIRECTV is
FREE
and
EASY

Offer ends 1/15/01.
New customers only.
Other conditions apply.

Home > Car Search > Used Car Basic Search > Used Car Results



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Your Home Site on the Web

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A few words of caution about buying a pre-owned car.

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Fig. 9

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| [Auction-Style Details](#) | [Directions](#) | [Model Info](#) | [Safety Info](#) | [Reviews](#) | [More About This Page](#)

Beautiful 2000 Passat – Like New Condition

2000 Volkswagen Passat GLS



[View Larger Photo](#)

Mileage	1400
Exterior Color	Silver
Interior Color	Black
Body Style	Sedan
Doors	Four Door
Engine	4 Cylinder Gasoline
Transmission	Automatic
Stereo	AM/FM Compact Disc Player
Fuel Type	Gasoline
Drive Type	2 wheel drive
Stock Number	atcl
VIN	WVWMA23B1YE087977

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Warranty	Free warranty quote for this Volkswagen
Loans	Get a loan for this Volkswagen
Insurance Quotes	Get a Free Quote for this Chevrolet
Parts & Accessories	Get an instant Quote from Allstate
Inspections	Find Accessories

Ed Voyles Chrysler Plymouth

Contact Name: **Jessica Wade** | Contact Phone: **Get Phone Number** | Contact Location: **Atlanta, GA 30342**

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Send Email to Seller

Your First Name:
Your Last Name:
Email Address:
Comments: (max 250 characters)

At times, AutoTrader.com will offer information, special promotions and discounts. Would you like to receive information on these specials?

Yes No

Jessica Wade Autos

2000 Volkswagen Passat GLS



Click on above image for larger view

Vehicle Description

This is a beautiful 2000 Volkswagen Passat. It looks brand new and only has 1400 miles on it. The interior is spotless and has been treated to prevent staining and spotting. This car has been lovingly maintained by the local dealership and runs like a dream. Almost all of the miles are highway miles. This vehicle includes the manufacturer warranty as well as an additional 90 Day / 3000 Mile Satisfaction Warranty. If, for any reason, you are not thoroughly thrilled with your new Volkswagen, we will buy it back from you or help you find another car that suits you better. If you have any questions, please email me or you can visit my website at www.AutoTrader.com.

5775 Peachtree Dunwoody Road
Atlanta, GA 30342
404/943-9556
jessica.wade@autotrader.com

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Finance your car with a Home Equity Loan!

And take Advantage of Tax Savings!

You've worked hard, so drive away and Save!

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Fig. 10

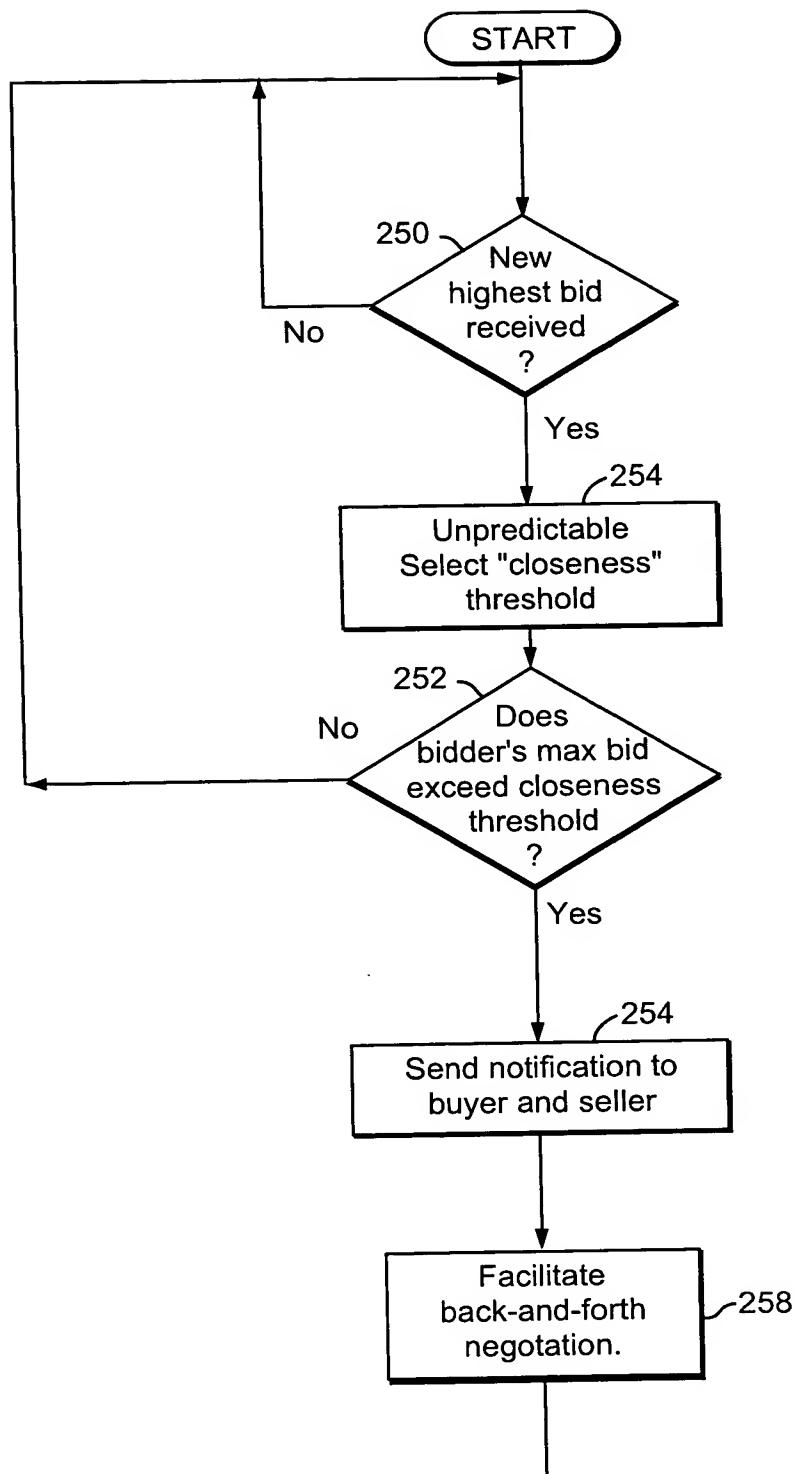


Fig. 11

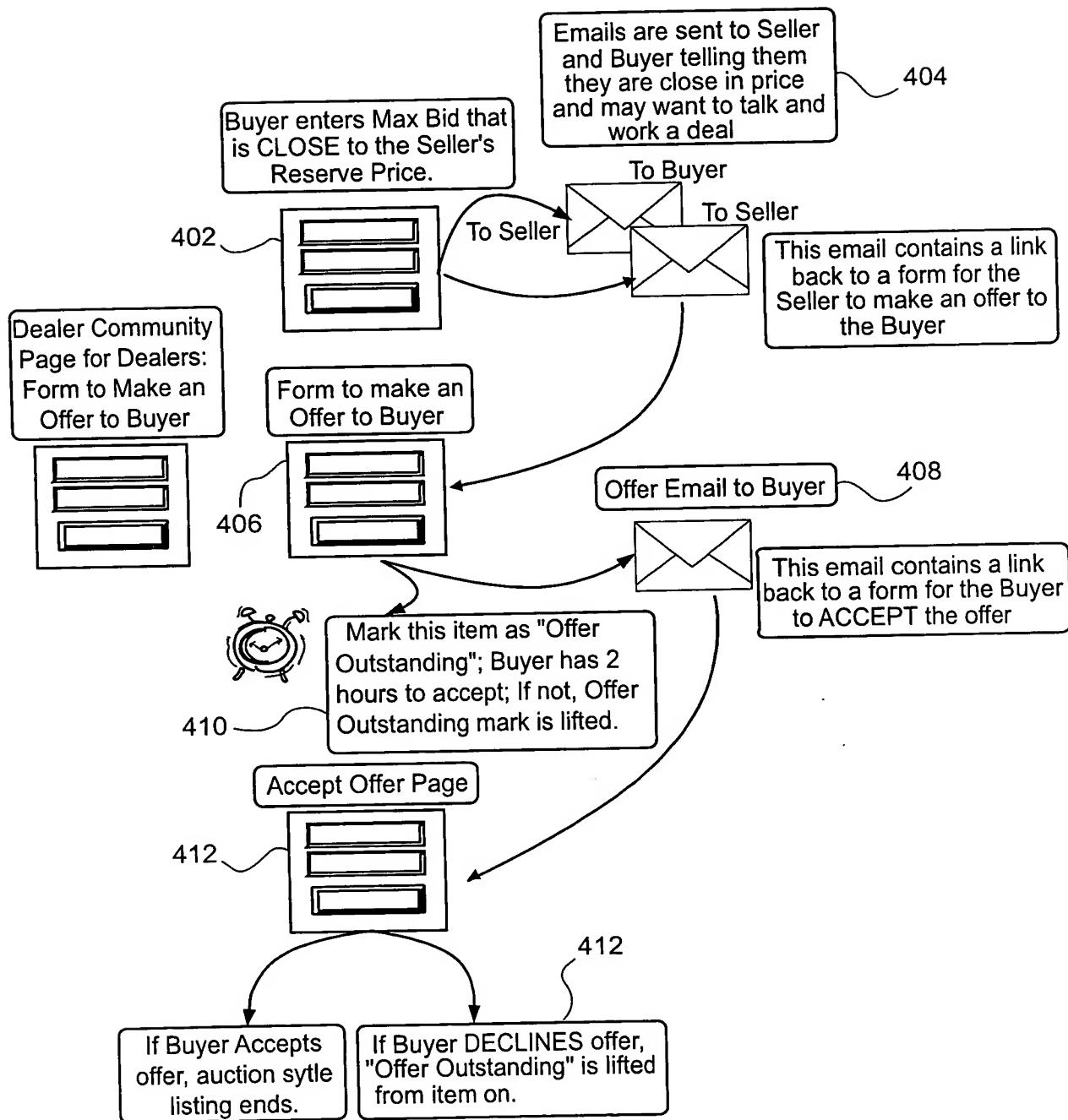


Fig. 11A

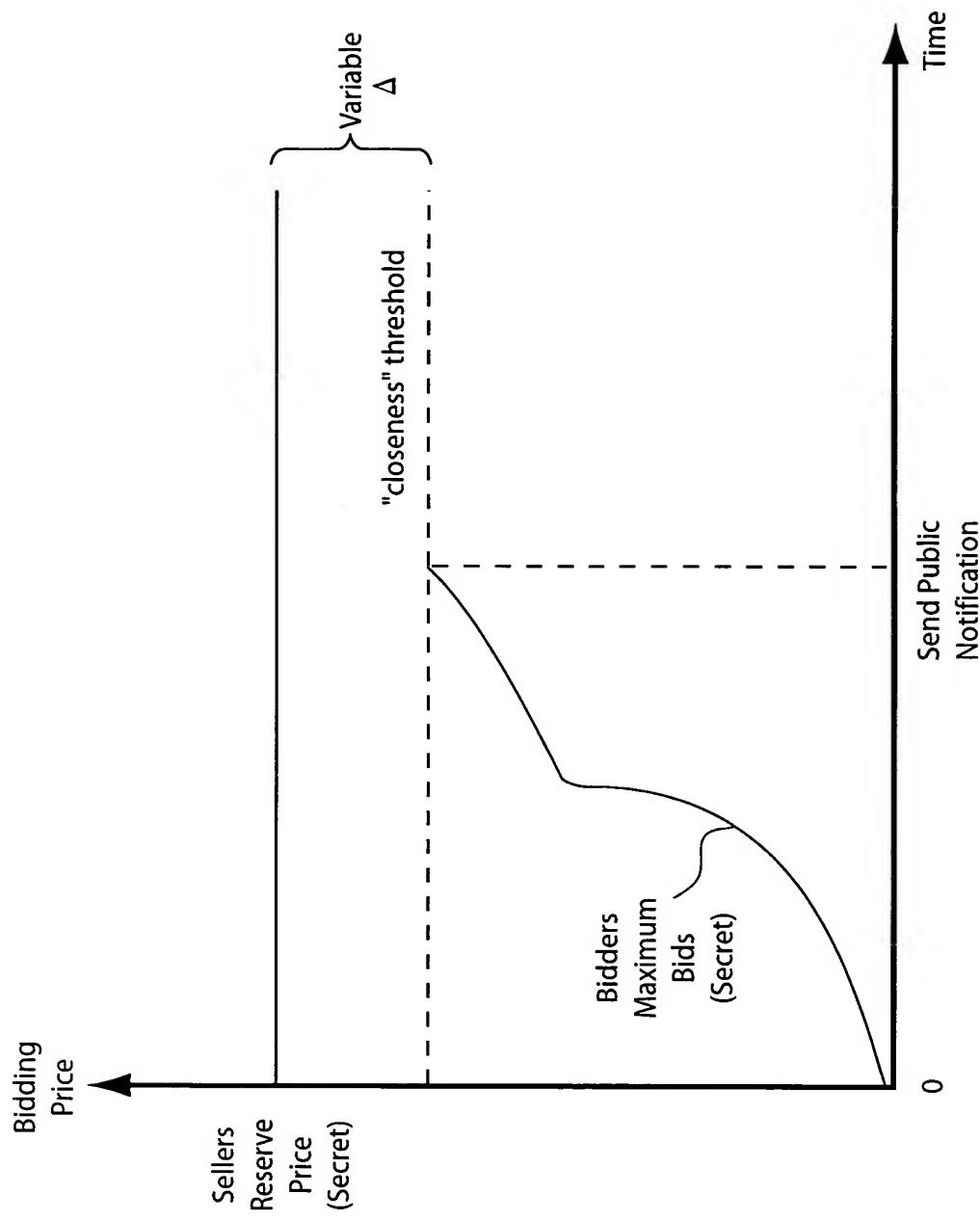


Fig. 11A-1
Example "closeness" testing

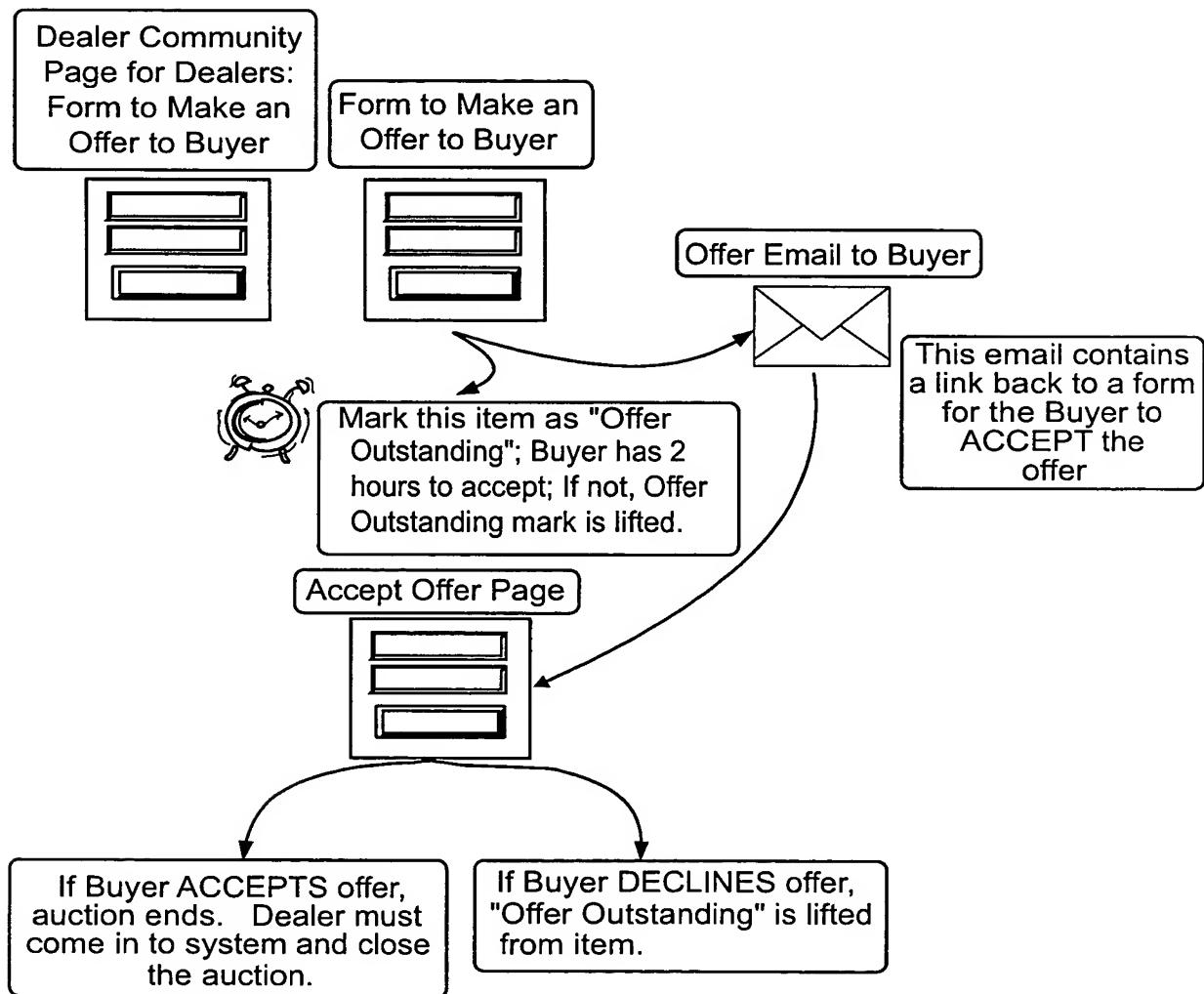


Fig. 11B

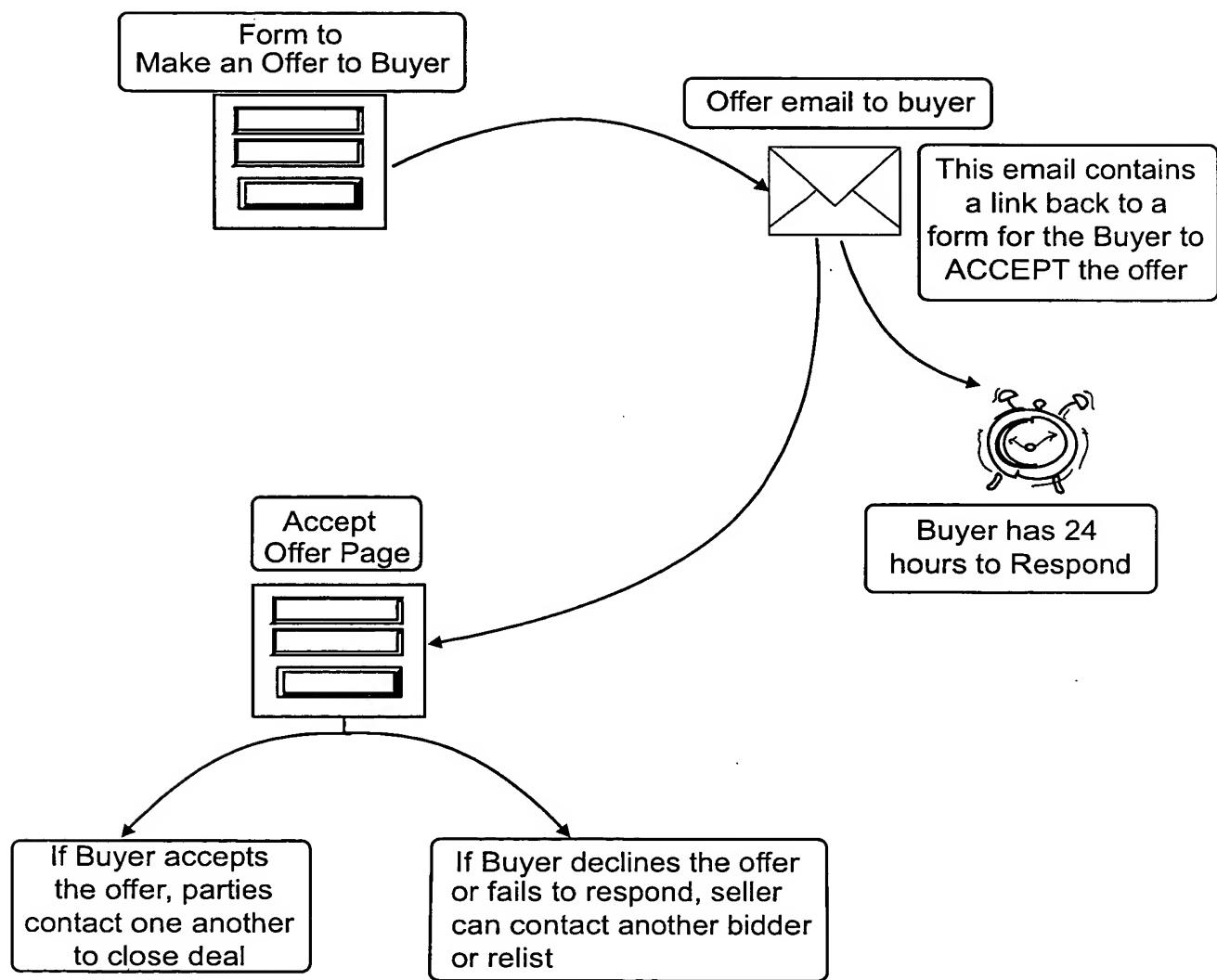


Fig. 11C

From: AutoTrader.com [mailto:auctionuser@autotrader.com]
Sent: Thursday, December 19, 2002 10:10 AM
To: <mike.winn@autotrader.com>
Subject: Bidding is approaching Reserve Price for Listing ID: 13656

The current high bidder for this vehicle is willing to make a maximum bid that is close to your reserve price.

Listing ID: 13656
Description: 1999 Buick Regal
Headline: This is a test

In these circumstances, sellers and high bidders often find it useful to make contact and negotiate a mutually agreeable price.
It is not necessary to wait until the listing expires.

- * If you wish to contact the high bidder, click the "Reply" button on your email browser. You can also send an email to the high bidder through the selling tool's Bid History area
- * If you agree a price with the high bidder, you may use the Offer to Sell feature to issue them an offer at that price. If they accept this, the listing will end at that price.
- * You are under no obligation to contact the high bidder; you may do nothing and simply let the sale proceed.

The high bid shown on the listing is the current high PROXY bid. This has a connection to the MAXIMUM bid the high bidder entered when placing their bid. This closeness notification is based upon the maximum bid, not the current proxy bid.

Please note that Reserve prices and maximum bids remain secret and are never revealed during an Auction-Style Listing.

Review this listing at:
http://www.autotrader.com/as/fyc/vdp.jsp?car_id=70621444&auction_id=13656

Sincerely,
AutoTrader.com

If you have a question related to Auction-Style Listings that isn't answered in our Help area at:
<http://www.autotrader.com/help/index.jtmpl>, then please contact our customer service team at 1-(800) 353-9350 8am-8pm EST.

Fig. 12A

From: "AutoTrader.com" <auctionuser@autotrader.com>
To: <mike.winn@mindspring.com>
Sent: Thursday, December 19, 2002 10:10 AM
Subject: High bid is close to Reserve Price for Listing ID: 13656

>
>The current high bid for this vehicle is close to the Listing's Reserve Price.
>
>Listing ID: 13656
>Description: 1999 Buick Regal
>Headline: This is a test
>
>When this happens, sellers and high bidders often find it useful to make contact and negotiate a mutually agreeable price.
>It is not necessary to wait until the listing expires.
>
>* If you wish to make contact with your transaction partner, click the "Reply" button on your email browser. You can
> also send an email to them from the Auction-Style Listing or the Bid History page.
>* If you agree a price with your transaction partner, the Offer to Sell feature offers a way for you to formalize
> your agreement.
>* You are under no obligation to contact your transaction partner.
>
>The high bid shown on the listing is the current high PROXY bid. This has no connection to the MAXIMUM bid upon which this
>closeness notification is based.
>
>Please note that the Reserve Price and Maximum Bid remain secret and are never revealed.
>
>An identical copy of this email has been sent to your transaction partner.
>
>Review this listing at:
>[http://www.autotrader.com/as/fyc/vdp.jsp?
car_id=70621444&auction_id=13656](http://www.autotrader.com/as/fyc/vdp.jsp?car_id=70621444&auction_id=13656)
>
>Sincerely,
>AutoTrader.com
>
>If you have a question that isn't answered in our Rules of the Road at:
><http://www.autotrader.com/as/rules.jsp>
>and FAQ at:
><http://www.autotrader.com/help/faq.jtmpl>
>then please contact our customer service team at:
>[http://www.autotrader.com/help/email.jtmpl?
contact_email=aslcustsupport@autotrader.com](http://www.autotrader.com/help/email.jtmpl?contact_email=aslcustsupport@autotrader.com).
>
>Your security is our priority. If at any time you suspect misrepresentation or fraud, please advise our Security Department immediately at:
>[http://www.autotrader.com/help/email.jtmpl?
contact_email=aslsecurity@autotrader.com](http://www.autotrader.com/help/email.jtmpl?contact_email=aslsecurity@autotrader.com).
<
<If any link does not work, please copy it into your browser's address window to see the page.
>

Fig. 12B

Welcome AutoTrader.com Demo Dealer

dealers.autotrader.com

You are logged in as demo. [Logout](#)

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Ad Manager

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Product Manager

[Activity Report](#) [Specials](#)

New at AutoTrader.com
AUCTION-STYLE LISTINGS

Ad Manager - Offer to Sell

1997 BMW Z3

Please [click here](#) to view this listing in a new window.

Listing ID	Reserve Price	Current Bid	Start Date	Close Date	Time Remaining
13657	\$25000	\$25000	12/17/2002	12/20/2002	1 d, 8 h, 51 min

[Bid History](#) [Offer To Sell](#) [Offer History](#) [Email Bidder](#) [Rating](#) [More About This Page](#)

To:

Offer Price: Use whole numbers, do not include commas or currency symbol such as \$.
Example: 10000

Message:

If accepted by the addressee, this Offer to Sell obligates you to sell the car to this buyer at the price stated.
Do not click "send" unless you want to create this obligation, since it cannot be undone after acceptance. [send](#)

Fig. 13A

"If it rolls, floats or flies...
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Let's Make a Deal

Car year, make, model: **1997 Chevrolet S-10 2WD**

Listing ID: **TRUUC28NOY101072**

Time Left: **1 day + 17 hrs/45 min**

Listing End Date: **November 6, 2002**

Bidder's User Name: **Talking_HeadsXXXX20**

Offer Price: **US\$ 35999**

This Listing is conditional
This offer is subject to a satisfactory
inspection by the winning bidder.

Subject: **1997 Chevrolet S-10 2WD - Item #TRUUC28**

Comments

Max 250
characters
\$35999 is a great deal! I'll even throw in floor mats,
a dozen roses for your wife, and the car will be detailed
before it is in your hands.

- This offer, once accepted, creates obligations you cannot cancel.
- Click "Next" only if you are sure you want to sell at this price.
- Your Listing will be suspended for two hours after the offer is issued. Why?
- Only one Offer to Sell can be issued at a time, per car.

Next

[Home](#) > [Cars I'm Selling](#) > [Offer to Sell](#)



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Fig. 13B

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Confirm Your Offer to Sell

Car year, make, model: **1997 Chevrolet S-10 2WD**

Listing ID: **TRUUC28NOY101072**

Time Left: **1 day + 17 hrs 45 min**

Listing End Date: **November 6, 2002**

Bidder's User Name: **Talking_HeadsXXXX20**

Offer Price: **US\$ 35999**

This Listing is **conditional**
This offer is subject to a satisfactory
Inspection by the winning bidder.

Subject: **1997 Chevrolet S-10 2WD - Item #TRUUC28**

Comments: **\$35999 is a great deal! I'll even throw in floor mats
and the car will be detailed before it is in your hands.**

- This offer, once accepted, creates obligations you cannot cancel.
- Click "Send Offer" only if you are sure you want to sell at this price.
- Your Listing will be suspended for two hours after the offer is issued. [Why?](#)
- Only one Offer to Sell can be issued at a time, per car.

[Send Offer](#)

Or, [Edit Offer](#)

Home > Cars I'm Selling > Offer to Sell



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Fig. 14

"If it rolls, floats or flies...
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[More About This Page](#)

Offer to Sell Confirmation

Car year, make, model **1997 Chevrolet S-10 2WD**

Listing ID: **TRUUC28NOY101072**

Time Left: **1 day + 17 hrs/45 min**

Listing End Date: **November 6, 2002**

Bidder's User Name: **Talking_HeadsXXXXX20**

Offer Price: **US\$ 35999**

This Listing is conditional
This offer is subject to a satisfactory
Inspection by the winning bidder.

Your First Name: **Tommy**

Your Last Name: **Smith**

Email Address: **Tommymsmith@yahoo.com**

Subject: **1997 Chevrolet S-10 2WD - Item #TRUUC28**

Comments: **\$35999 is a great deal! I'll even throw in floor mats
and the car will be detailed before it is in your hands.**

Offer Sent to Bidder

[Back to Cars I'm Selling](#)

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Fig. 15

From: AutoTrader.com [mailto: auctionuser@autotrader.com]
To: <mwinn3@hotmail.com>
Sent: Thursday, December 19, 2002 10:28 AM
Subject: Time-Sensitive Offer to Sell on Listing ID: 13657

>
>This is an important, time-sensitive email that contains a formal Offer to Sell.
Please give it
>your immediate attention. If you do not respond within two hours, the offer
will expire.
>
>Offer to Sell:
>The seller offers to sell you the following vehicle under the terms and
conditions stated in the Auction Style
>Listing, the reference number of which is listed below, along with the agreed
upon price.
>
>Listing ID: 13657
>Description: 1997 Ford Mustang
>Headline: This is a test
>Offer Price: \$28,000.00
>Comments: It's all yours for the taking
>
>This offer to sell will expire at 12/19/2002 12:28:51.
>
>Review the offer In MyAutoTrader.com:
><http://www.autotrader.com/as/mat/login.jsp>
>Review this listing at:
>http://www.autotrader.com/as/fyc/vdp.jsp?car_if=70621411&auction_id=13657
>
>What's the purpose of this email?
>This email contains a formal Offer to Sell. This set out the terms and
conditions under which the Seller
>is prepared to sell you the car.
>
>What do I need to do?
>Read the email carefully, and decide if you want to buy the car at the offer
price and under the terms and
>conditions stated in the seller's Auction-Style Listing.
>
>How long do I have to act?
>You have two hours from the time we send this email to consider and respond
to this offer. If you do not
>respond within the time allowed, the offer will expire.
>
>What happens to the sale during this time?
>The sale is suspended and bidding is halted for two hours while you consider
and respond to this offer.
>
>The listing this email refers to have expired. Is this offer still valid?
>Yes. Offers to Sell are routinely issued on expired listings.
>
>I want to buy this car but cannot agree to all the terms of this offer. What
now? Contact the seller
>immediately and ask whether they can issue an offer that will be acceptable to
you (to email the seller,
>click the "Reply" button on your email browser). The seller will not be able to
issue another
>offer to you unless you have declined this offer or it expires. Remember that
most deals are agreed after
>some "give and take" on both sides.
>
>Sincerely,
>AutoTrader.com
>If you have a question that isn't answered in our Rules of the Road at:
><http://www.autotrader.com/as/rules.jsp>
>and FAQ at:
><http://www.autotrader.com/help/faq.jtml>
>then please contact our customer service team at:
>http://www.autotrader.com/help/email.jtml?contact_email=aslcustsupport@autotrader.com.

From: AutoTrader.com [mailto:auctionuser@autotrader.com]
Sent: Thursday, December 19, 2002 10:39 AM
To: mike.winn@autotrader.com
Subject: Your Seller Offer has been declined on Listing ID: 13657

Your formal Offer to Sell has been declined and your listing has now resumed.

Listing ID: 13657
Description: 1997 BMW Z3
Headline: This is a test
Offer Price: \$28000.0

Review this listing at:

http://www.autotrader.com/as/fyc/vdp.jsp?car_id=70621411&auction_id=13657

Sincerely,
AutoTrader.com

If you have a question related to Auction-Style Listings that isn't answered in our Help area at:
<http://www.autotrader.com/help/index.jtmpl>, then please contact our customer service team at 1-(888) 337-3370 8am-7pm EST.

For other inquiries, please call 1-(800) 353-9350 8am-8pm EST.

Your business security is our priority. If at any time you suspect misrepresentation or fraud,
please advise our Security Department immediately at:
http://www.autotrader.com/help/email.jtmpl?contact_email=aslsecurity@autotrader.com

Fig. 17

Welcome AutoTrader.com Demo Dealer

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[Auction-Style Inventory](#) | [Print Inventory](#) | [Online User's Guide](#)

View Inventory - End Listing

YEAR	MAKE / MODEL	STOCK No.	VIN
1997	BMW Z3	B2073B	4USCH7324VLB82994

[End Listing](#) [More About This Page](#)

End Listing: Please select a reason for ending this Listing.

Cannot be sold due to defect/damage.
 Listing error.
 Moving car to Classified Ads.
 Sold the car to a walk-in customer.
 Sold the car to an Auction-Style lead.
 Sold the car wholesale.

Cancel All Bids: Please select whether or not you wish to cancel your bids? [Should I cancel all bids?](#)

Yes, cancel all bids.
 No, don't cancel bids.

Move to Classified: Would you like to move this car to Classifieds?

Yes.
 No.

[submit](#)

Fig. 18A

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[Cars I'm Selling](#) | [Close Listing](#)

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Car year, make, model 1997 Chevrolet S-10 2WD

Listing ID: TRUUC2BNOY101072

Time Left: 1 day + 17 hrs/45 min

Listing Start Date: November 1, 2002

Listing End Date: November 6, 2002

Bid Amount: US\$ 3050

Close Listing: Please give a reason for closing.

- I sold the car to a person who saw my Auction-Style Listing
- The car was sold, but not through my Auction-Style Listing
- I decided not to sell the car.
- The car cannot be sold for another reason (e.g. damage, mechanical problem)

Cancel Bids: Please select whether or not you wish to cancel all bids

Should I cancel all bids when I end my Listing?

Yes, cancel all bids

No, do not cancel all bids

Closing a Listing cannot be undone.
No refunds can be made if you close in error.

[Close Listing](#)

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Fig. 18B

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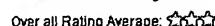
[Bidding Activity](#) | [Seller's Rating](#) | [More About This Page](#)

[Seller's Rating](#)

[Back to Bidding Activity](#)

Seller User Name: Silly_WillyXXXXXX20

Total Number of Ratings: 3

Overall Rating Average: 

Only winning bidders may leave Seller Ratings. Buyers rate sellers on the following questions:

1. How accurate was the seller's listing in terms of the vehicle, its condition and the terms of sale?
2. How closely did the seller honor the bid price (or, if you agreed to negotiate further, the negotiated price)?
3. How prompt and courteous was the seller in communications with you?

Rating Key

     [Highest Rating](#) [Lowest Rating](#) Less than five ratings = 

Year/Make/Model	Date/Time	Question 1	Question 2	Question 3	Average	Rating Left by
2002 Chevrolet Silverado C/K2500 3/4 Ton Truck 4x4 Crew Cab	SEP-27-02 02:22 PM					 WikiwikiXXXXXXXXXX
Item Number: WAUXUS4BX2N055358						
Comments: Wonderful to work with. What I saw was what I got, very pleased with my purchase.xxxxxxxxxxxxxxxxxxxxxxxxxxxxxx xx xx250						
2002 Chevrolet Silverado C/K2500 3/4 Ton Truck 4x4 Crew Cab	SEP-27-02 02:22 PM					 WikiwikiXXXXXXXXXX
Item Number: WAUXUS4BX2N055358						
Comments: Wonderful to work with. What I saw was what I got, very pleased with my purchase.xxxxxxxxxxxxxxxxxxxxxxxxxxxxxx xx xx250						
2002 Chevrolet Silverado C/K2500 3/4 Ton Truck 4x4 Crew Cab	SEP-27-02 02:22 PM					 WikiwikiXXXXXXXXXX
Item Number: WAUXUS4BX2N055358						
Comments: Wonderful to work with. What I saw was what I got, very pleased with my purchase.xxxxxxxxxxxxxxxxxxxxxxxxxxxxxx xx xx250						

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Fig. 19

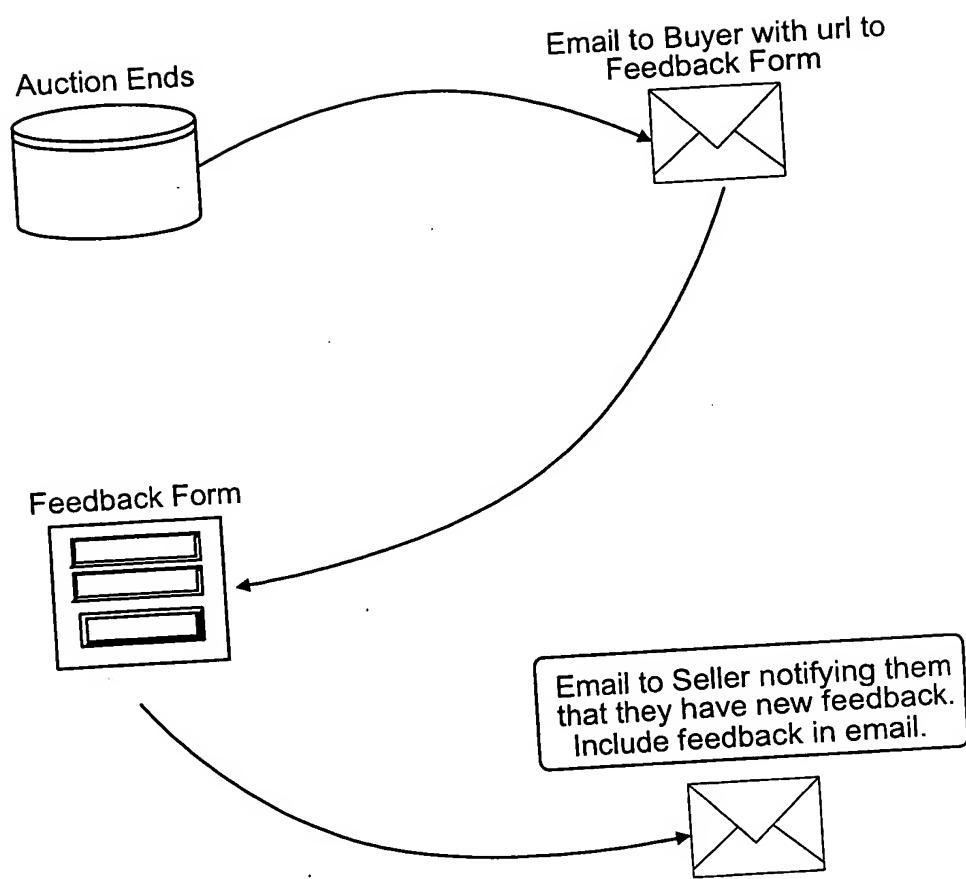


Fig. 19A
RATE A SELLER

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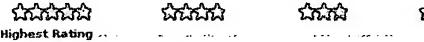
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[Home](#) > [Bidding Activity](#) > [Leave a Seller Rating](#)

[Bidding Activity](#) | [Leave a Seller Rating](#) | [\(?\) More About This Page](#)

Leave a Seller Rating

Rating Key

 Highest Rating Lowest Rating

Less than five ratings = **NEW**

Seller User Name: **Silly_Willyxxxxxxxx**
 Car year, make, model: **1997 Chevrolet S-10 2WD**
 Listing ID: **WAUXU54BX2N05535**

Did you purchase the car you won through this Auction-Style Listing?

Yes
 No

Rate Seller

1. How accurate was the seller's listing in terms of the vehicle, its condition, and the terms of sale?

2. How closely did the seller honor the bid price (or, if you agreed to negotiate further, the negotiated price)?

3. How prompt and courteous was the seller in communications with you?


Comments
Max 250 characters

Important! Leaving Negative Ratings?

- Remember: No seller wants bad ratings.
- Call the seller. Politely ask them to help you resolve issues.
- Be willing to leave a positive rating if issues are resolved.
- If you must leave a negative rating, [read this first!](#)

Need to [obtain a seller's contact details?](#)

[Post Rating](#)

Or, [Clear Form to start again](#)

[Home](#) > [Bidding Activity](#) > [Leave a Seller Rating](#)

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Fig. 20



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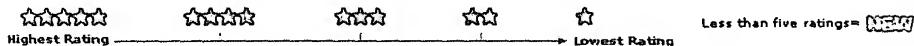
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Edit a Seller Rating

- Please edit this seller rating so other bidders can benefit from your latest experience.
- Remember that fair and accurate ratings are in everybody's interest.
- Learn [how Seller Rating works](#) and [how Seller Rating benefits you](#).

Rating Key



Seller User Name: **Silly_Willyxxxxxxxx**

Car year, make, model: **1997 Chevrolet S-10 2WD**

Listing ID: **WAUXU54BX2N05535**

Did you purchase the car you won through this the Auction-Style Listing?

Yes

No

Rate Seller 1. How accurate was the seller's Listing in terms of the vehicle, its condition, and the terms of sale?

2. How closely did the seller honor the bid price (or, if you agreed to negotiate further, the negotiated price)?

3. How prompt and courteous was the seller in communications with you?

Comments

Max 250 characters

Wonderful to work with. What I saw was what I got, very pleased with my purchase. xxxxxxxxxxxxxxxxxxxxxxxxx
xxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
xxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
xxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
xxxxxx250

Important! Leaving Negative Ratings?

- Remember: No seller wants bad ratings.
- Call the seller. Politely ask them to help you resolve issues.
- Be willing to leave a positive rating if issues are resolved.
- If you must leave a negative rating, [read this first!](#)

Need to obtain a seller's contact details?

[Post Rating](#)

Or, [Clear Form](#) to start again

| [Home](#) > [Bidding Activity](#) > [Edit a Seller Rating](#)

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Fig. 21

.....Original Message....

From: AutoTrader.com [mailto:auctionuser@autotrader.com]
Sent: Thursday, December 19, 2002 12:04 PM
To: <mike.winn@autotrader.com>
Subject: You've been rated on Listing ID: 3787

The high bidder for this car has submitted Seller Rating in respect to this transaction.

Listing ID: 3787
Description: 1997 Ford Mustang
Headline: Great family car!

If you agree with this rating, you can immediately post it by clicking "Accept" on the review page. This will make it viewable by all users

If you disagree with this rating, we suggest that you contact the winning bidder to resolve any outstanding issues. You can then ask them to revise their rating.

Please note that you have seven days from the time this email was sent to you in which to resolve any remaining matters and to request any revisions to the rating. After seven days, the rating becomes publicly viewable on AutoTrader.com.

Since all users are able to see your rating, you should review them carefully. They may influence a user's decision about whether to do business with you in the future.

Please review your seller ratings at:
<https://tools.autotrader.com/admin>

Review this listing at:
http://www.autotrader.com/as/fyc/vdp.jsp?car_id=71155169&auction_id=3787

Sincerely,
AutoTrader.com

If you have a question related to Auction-Style Listings that isn't answered in our Help area at:
<http://www.autotrader.com/help/index.jtmpl>.
then please contact our customer service team at 1-(888)337-3370 8am-7pm EST.

For other inquiries, please call 7-(800) 353-9350 8am-8pm EST.

Your business security is our priority. If at any time you suspect misrepresentation or fraud,
please advise our Security Department immediately at:
http://www.autotrader.com/help/email.jtmpl?contact_email=aslsecurity@autotrader.com.

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Ad Manager - My Ratings

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[All about Seller Ratings.](#)

OVERALL RATING AVERAGE

Pending Ratings: 2 Posted Ratings: 1 **Average: New**

The following ratings were posted in the past seven (7) days.
 You have seven (7) days to rectify any negative ratings with the buyer.

PENDING RATINGS				
Rating Left By	Listing ID	Time of Rating	View Details	Average
rosenberg	9481	12/16/2002	View Details	
smedley	3787	12/19/2002	View Details	

PUBLISHED RATINGS				
Rating Left By	Listing ID	Time of Rating	View Details	Average
lotboy	13574	12/17/2002	View Details	

Fig. 23

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Ad Manager - Rating

Please [click here](#) to view this listing in a new window.

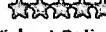
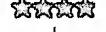
Listing ID	Reserve Price	Current Bid	Start Date	Close Date	Time Remaining
3787	\$9000	\$1500	12/12/2002	12/12/2002	Closed

Winner's Nickname	Winning Reason	Phone Number	Email Address
smedley	Highest Bid	(633) 999-3333	nwinn3@hotmail.com

[Bid History](#) [Offer To Sell](#) [Offer History](#) [Email Bidder](#) [Rating](#)

[More About This Page](#)

Rating Key

Highest Rating → Lowest Rating

Less than five ratings= **NEW**

RATING

Rating Left By	Time Remaining	Rating
smedley	6 d, 22 h, 51 min	 

Listing ID: 3787
Comments: This one's for Nate

Once a Seller Rating is accepted, it is final and may not be changed in the future.
If unaccepted, Seller Ratings become final and are published after seven days.

[accept](#)

Fig. 24

"If it rolls, floats or flies...
We Value It!"



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My Ratings

Seller User Name: Silly_Willy100000000

Only winning bidders may leave Seller Ratings.
Buyers rate sellers on the following questions:

Number of posted ratings: 3

1. How accurate was the seller's listing in terms
of the vehicle, its condition and the terms of sale?

Number of published ratings: 3

2. How closely did the seller honor the bid price (or, if
you agreed to negotiate further, the negotiated price)?

Overall Rating Average:

3. How prompt and courteous was the seller in
communications with you?

Rating Key

Less than five ratings = **NEW**

Pending Ratings

- Review ratings posted in the last week.
- Accept satisfactory ratings by clicking "Accept Rating."
- Contact the high bidder to resolve issues that led to unsatisfactory ratings.
- Don't delay: ratings are editable for only seven days after posting.
- Learn how Seller Rating works and how Seller Rating benefits you.

Year/Make/Model	Date/Time Submitted	Question 1 Response	Question 2 Response	Question 3 Response	Average	Rating Left by
2002 Chevrolet Silverado C/K2500 3/4 Ton Truck 4x4 Crew Cab	SEP-27-02 02:22 PM					Wilkirkbxxxxxxxxxxxx
Item Number: WAUXU54BX2N055358						
Comments: Wonderful to work with. What I saw was what I got, very pleased with my purchase.xxxxxxxxxxxxxx xx xxxxxxxxxxxx250						
2002 Chevrolet Silverado C/K2500 3/4 Ton Truck 4x4 Crew Cab	SEP-27-02 02:22 PM					Wilkirkbxxxxxxxxxxxx
Item Number: WAUXU54BX2N055358						
Comments: Wonderful to work with. What I saw was what I got, very pleased with my purchase.xxxxxxxxxxxxxx xx xxxxxxxxxxxx250						
2002 Chevrolet Silverado C/K2500 3/4 Ton Truck 4x4 Crew Cab	SEP-27-02 02:22 PM					Wilkirkbxxxxxxxxxxxx
Item Number: WAUXU54BX2N055358						
Comments: Wonderful to work with. What I saw was what I got, very pleased with my purchase.xxxxxxxxxxxxxx xx xxxxxxxxxxxx250						

Current Ratings

Year/Make/Model	Date/Time Submitted	Question 1 Response	Question 2 Response	Question 3 Response	Average	Rating Left by
2002 Chevrolet Silverado C/K2500 3/4 Ton Truck 4x4 Crew Cab	SEP-27-02 02:22 PM					Wilkirkbxxxxxxxxxxxx
Item Number: WAUXU54BX2N055358						
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Fig. 25

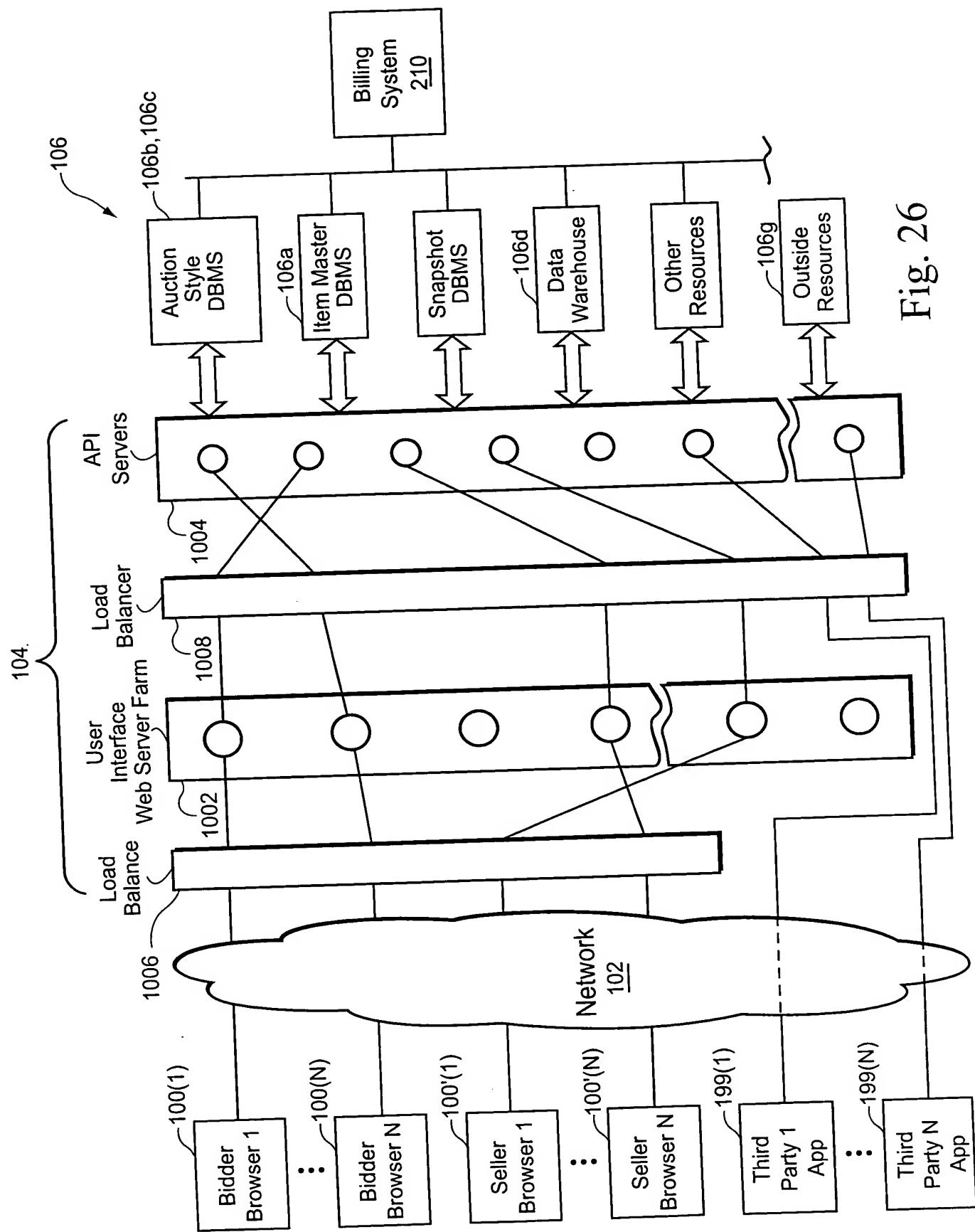


Fig. 26